

24 September 2010



Sitel Business Proces Outsourcing



Company Confidential

www.sitel.com

Sitel Global Footprint

United States	Canada
32 Centers	7 Centers

Mexico	Panama
1 Center	3 Centers
Colombia	Brazil
5 Centers	3 Centers
Chile	Nicaragua
2 Centers	2 Centers

Netherlands	Ireland	Denmark	Bulgaria
2 Centers	1 Centers	1 Center	1 Center
United Kingdom	Belgium	Germany	Poland
14 Centers	4 Centers	7 Centers	1 Center
Portugal	Spain	France	Italy
1 Center	14 Centers	4 Centers	2 Centers
Morocco			
4 Centers			

China
1 Center

India	Philippines
5 Centers	6 Centers

Singapore	Australia	New Zealand
1 Center	2 Centers	3 Centers

Support 3 million contacts per day for more than 350 clients in 36 languages, 27 countries and 140+ facilities

Diversified and High Quality Client Base

Internet Service Providers



16.0% of Revenues

Retail / Consumer



10.9% of Revenues

Technology



13.1% of Revenues

Telecom



5.6% of Revenues

Wireless



15.8% of Revenues

Financial Services



11.9% of Revenues

Utilities



5.6% of Revenues

Media & Entertainment



9.1% of Revenues

Travel & Transport



3.5% of Revenues

Other



8.5% of Revenues

Why do companies outsource customer contacts?

- Cost reduction
- Focus on core competencies
- Benchmark with internal organisation
- Flexibility
- Quality
- Better Return on Customer Investment

What do our clients expect?

Voice of our Clients

Proactively Add Value

Communicate

Be Good Stewards

Perform Consistently

Sustain the Results

Align to our Clients' needs. Improve Value we Provide.

Use Net Promoter Score (NPS) to Measure Success ...

Be Good Stewards/Communicate: Evolution of Relationship

Transformational

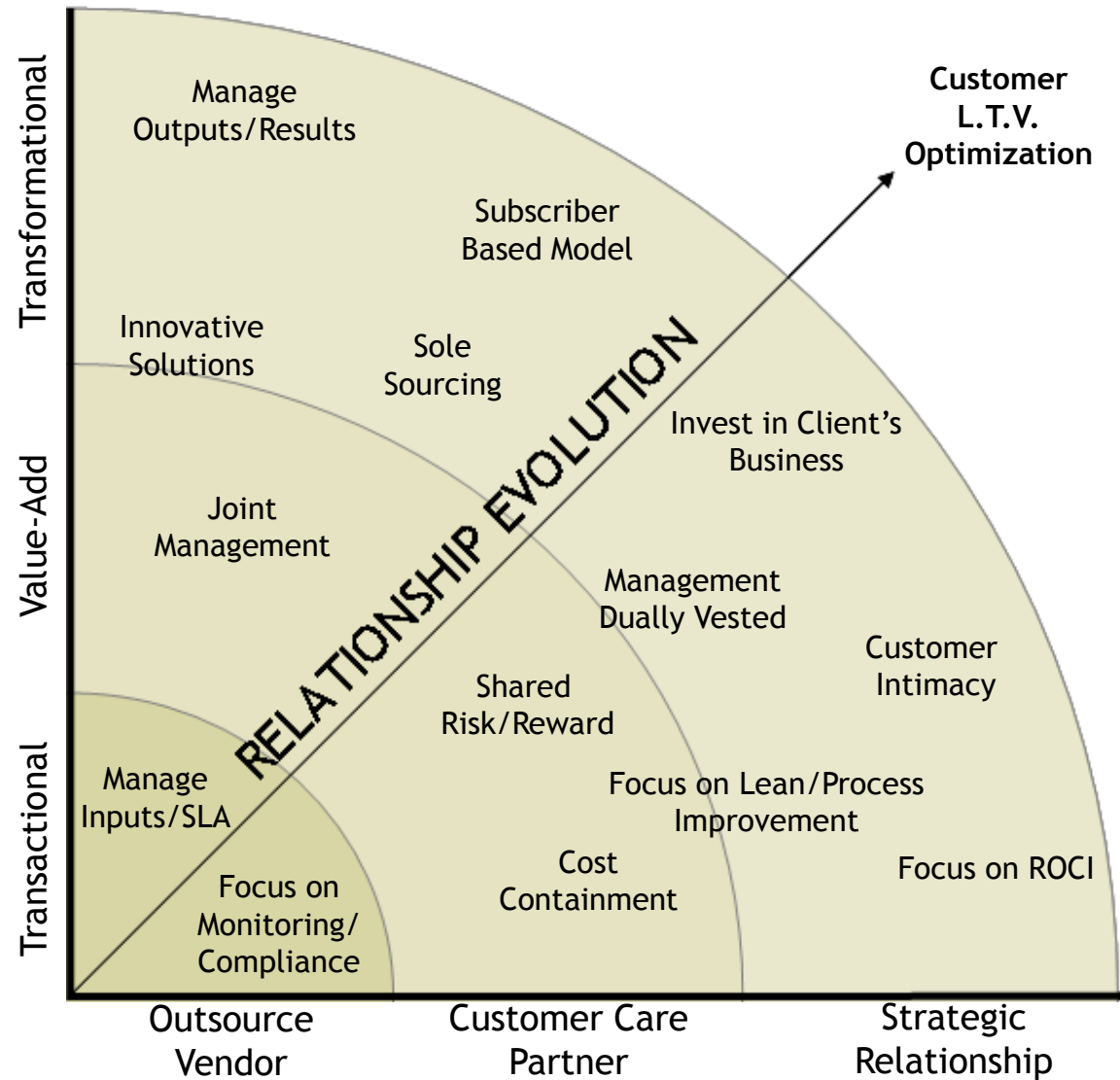
Subscription- Based, Life time value model measuring Growth of Subscriber Base, Customer Experience, and Revenue Per Subscriber

Value-Add

Bonus/Penalty Structure measuring Profitability, CSAT, Conversion Rate, Retention and FCR

Transactional

Tracking AHT, Hold Time, Abandons, Quality Scores



Deliver Value: Return on Customer Investment View

Cost Reduction

Decrease Number of Transactions

- ↑ First-Call Resolution
- ↓ Inquiries
- ↑ Call Deflection

Manage Cost per Transaction

- ↑ Processing Accuracy
- ↓ Handle Time
- ↑ Leverage Right-Shore Strategy

Revenue Enhancements

Increase Revenue per Transaction

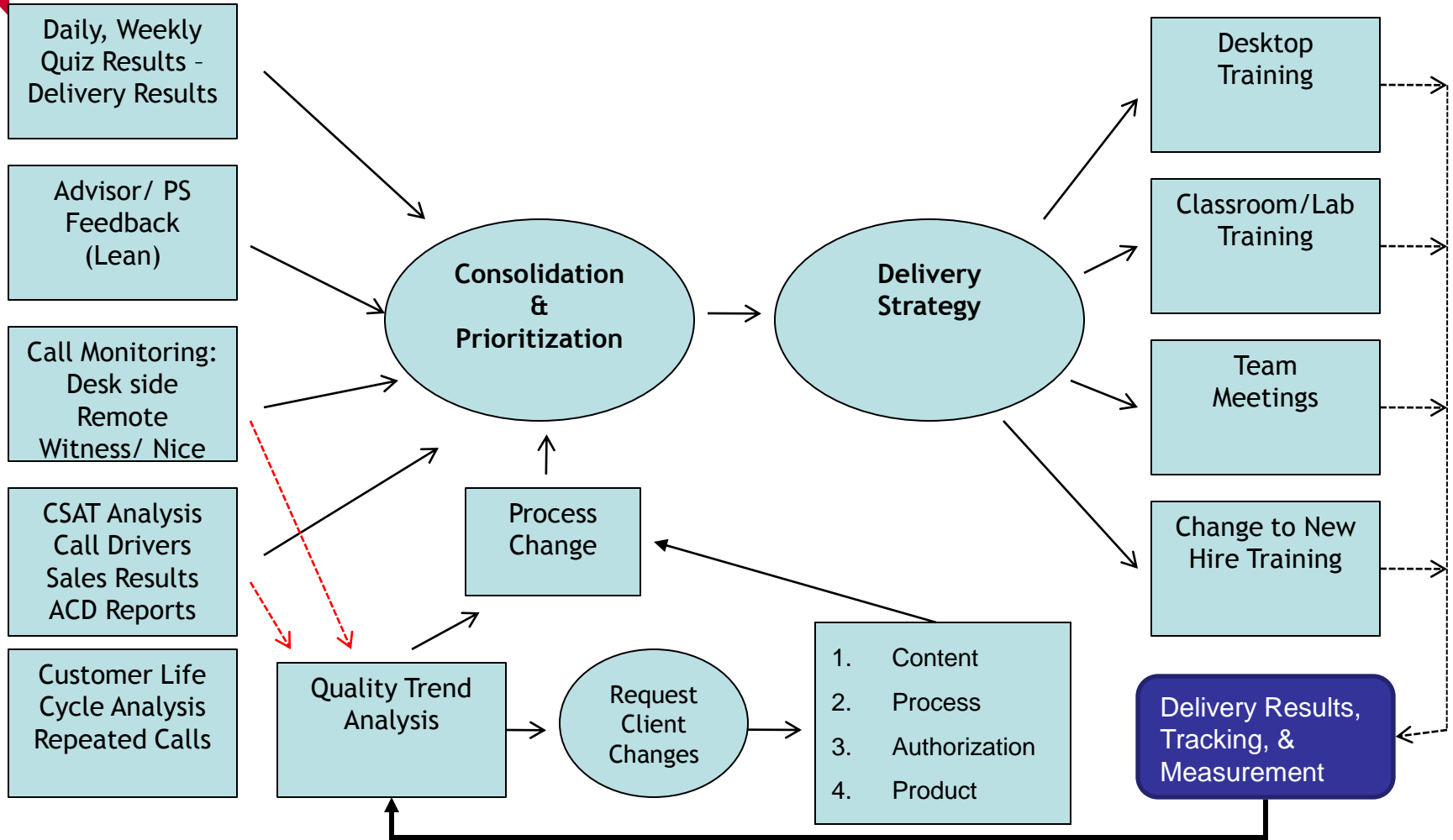
- Upsell
- Cross-Sell
- Close Rate
- Customer Analytics

Manage Client Business Drivers

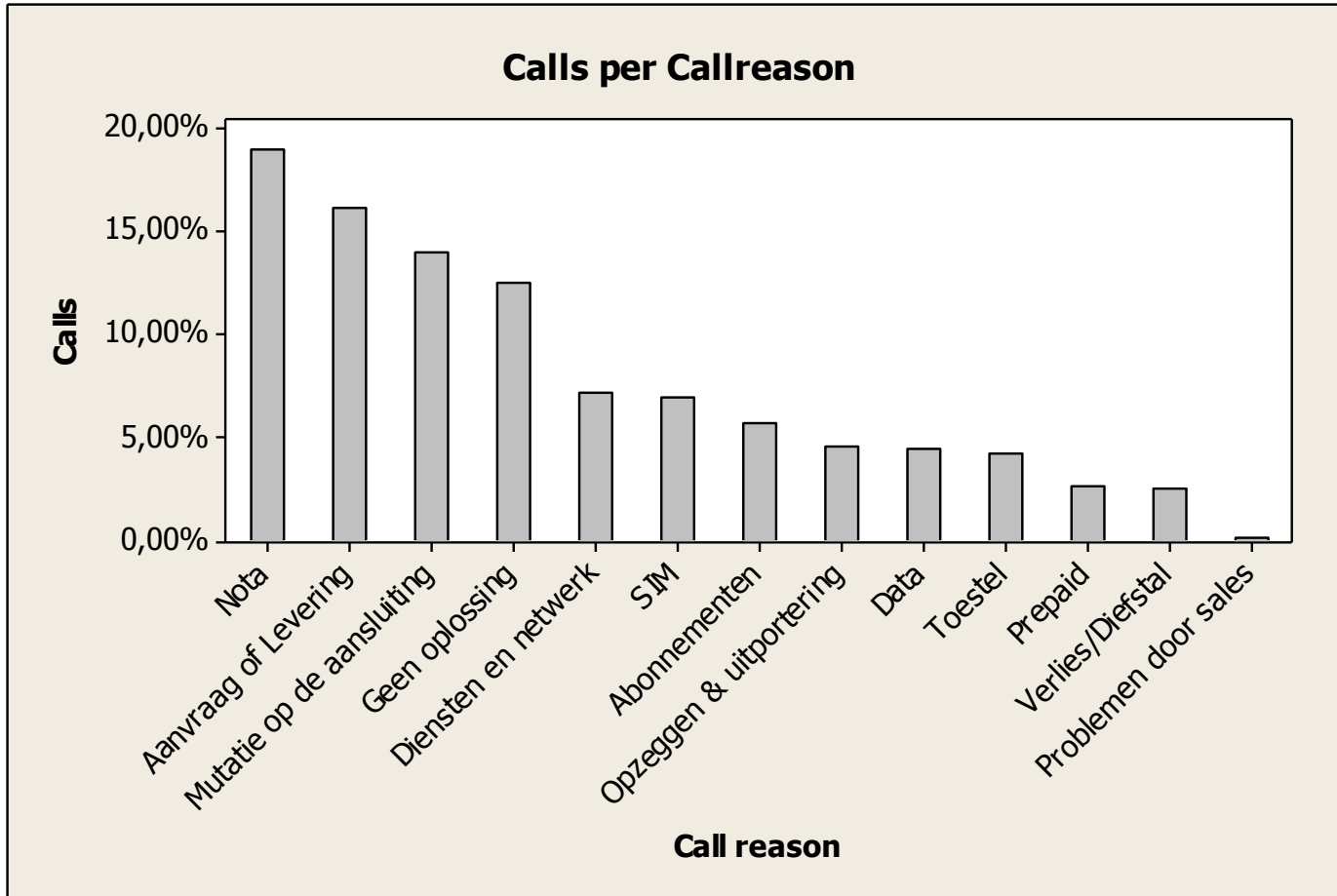
- ↑ Net Promoter Score
- ↑ Compliance
- ↓ Defect rate
- ↓ Customer defection

Help Clients Drive Better Returns From their Investment in Customers.

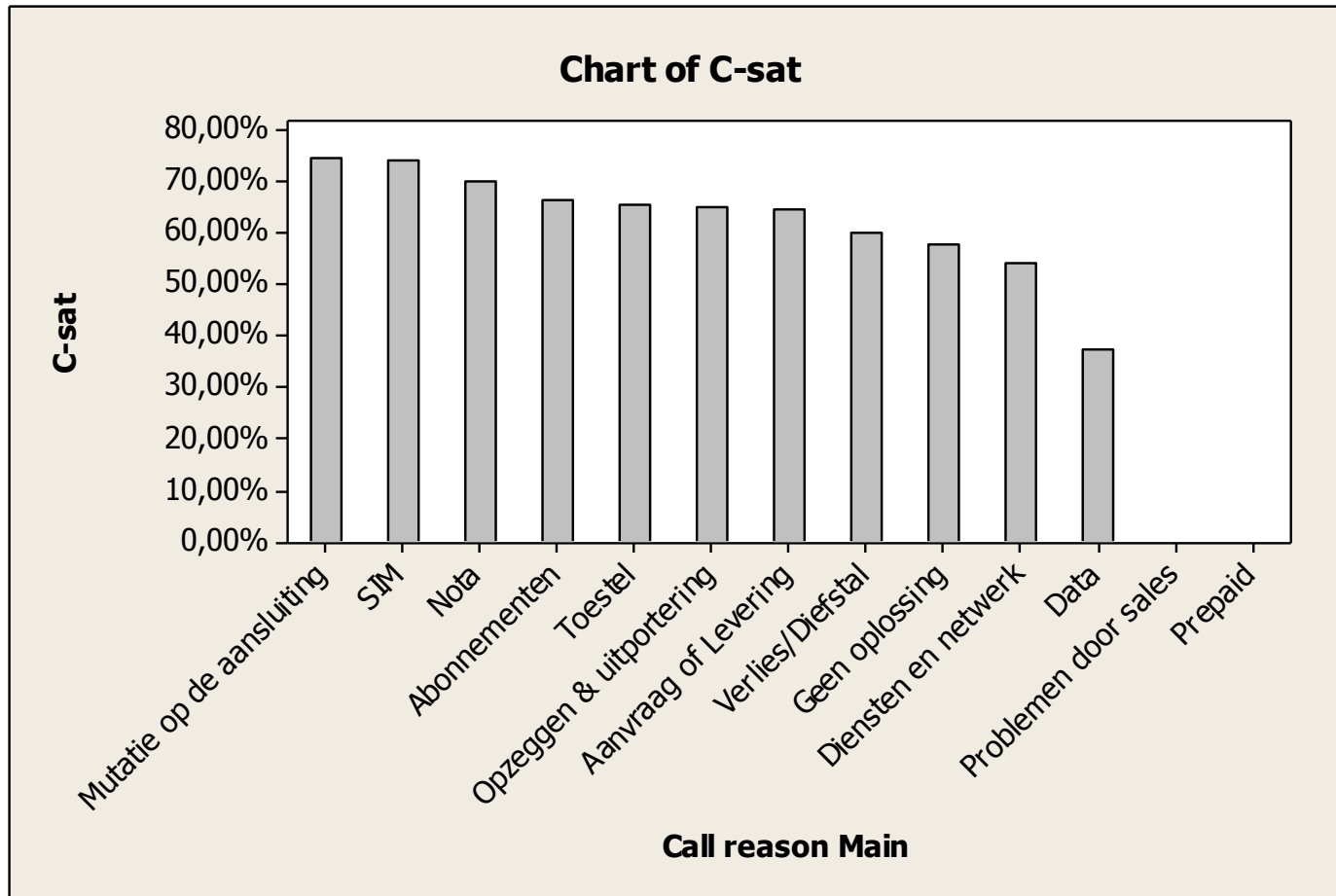
Continuous Improvement Approach



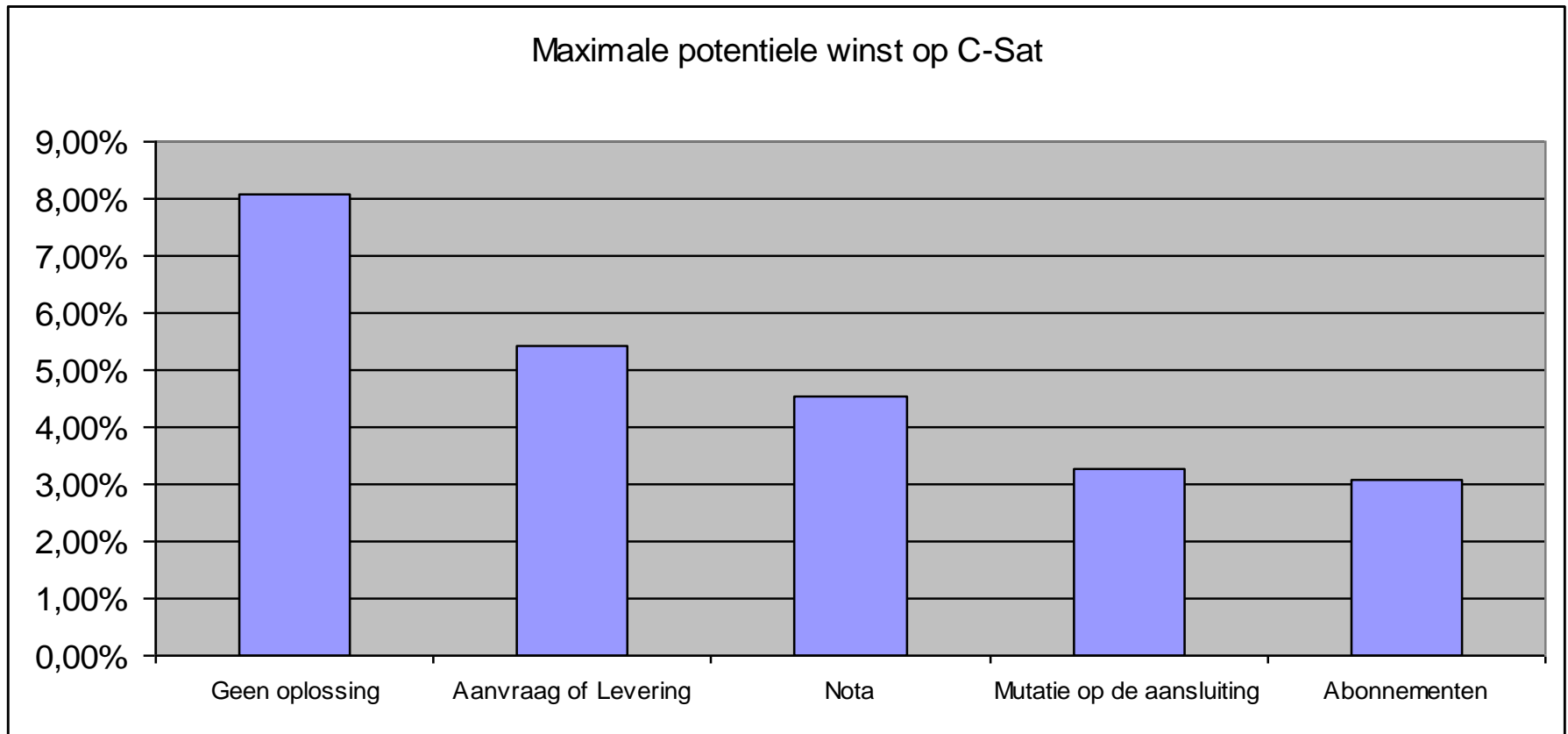
Inzicht in daadwerkelijk geleverde Service



Inzicht in daadwerkelijk geleverde Service (2)



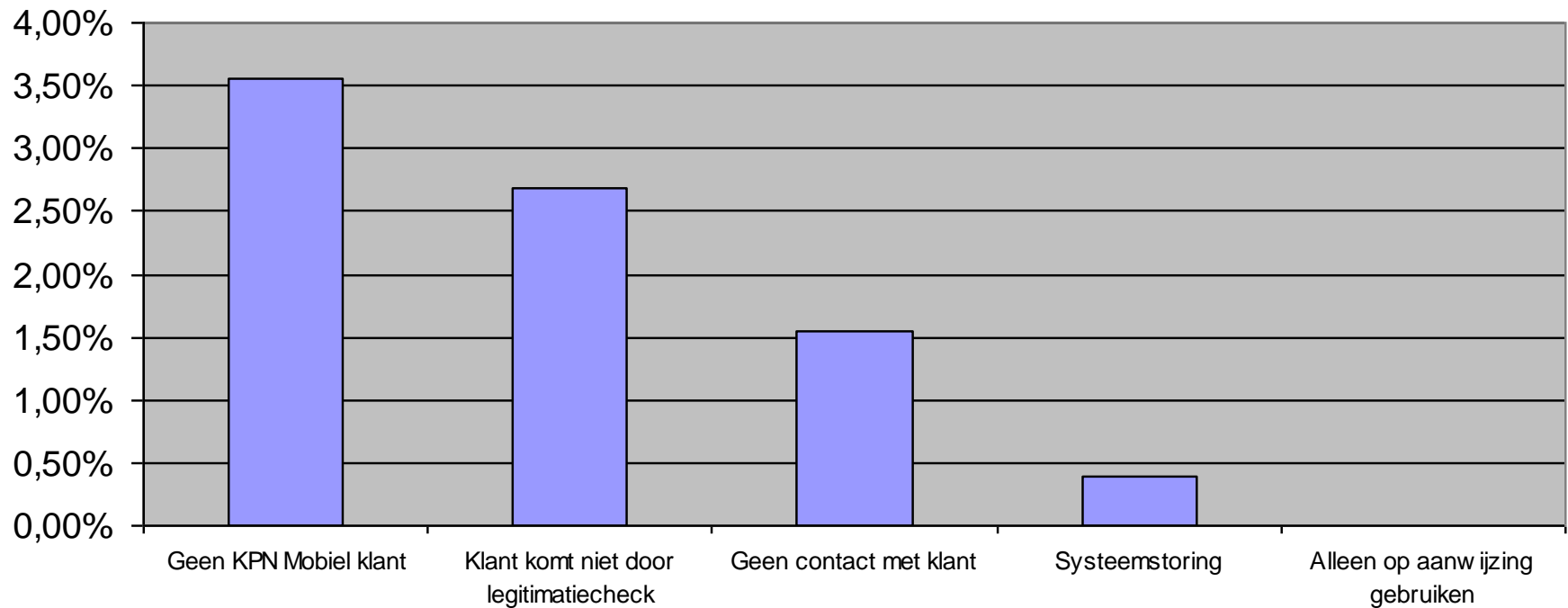
Max Potentiele Csat winst per calldriver



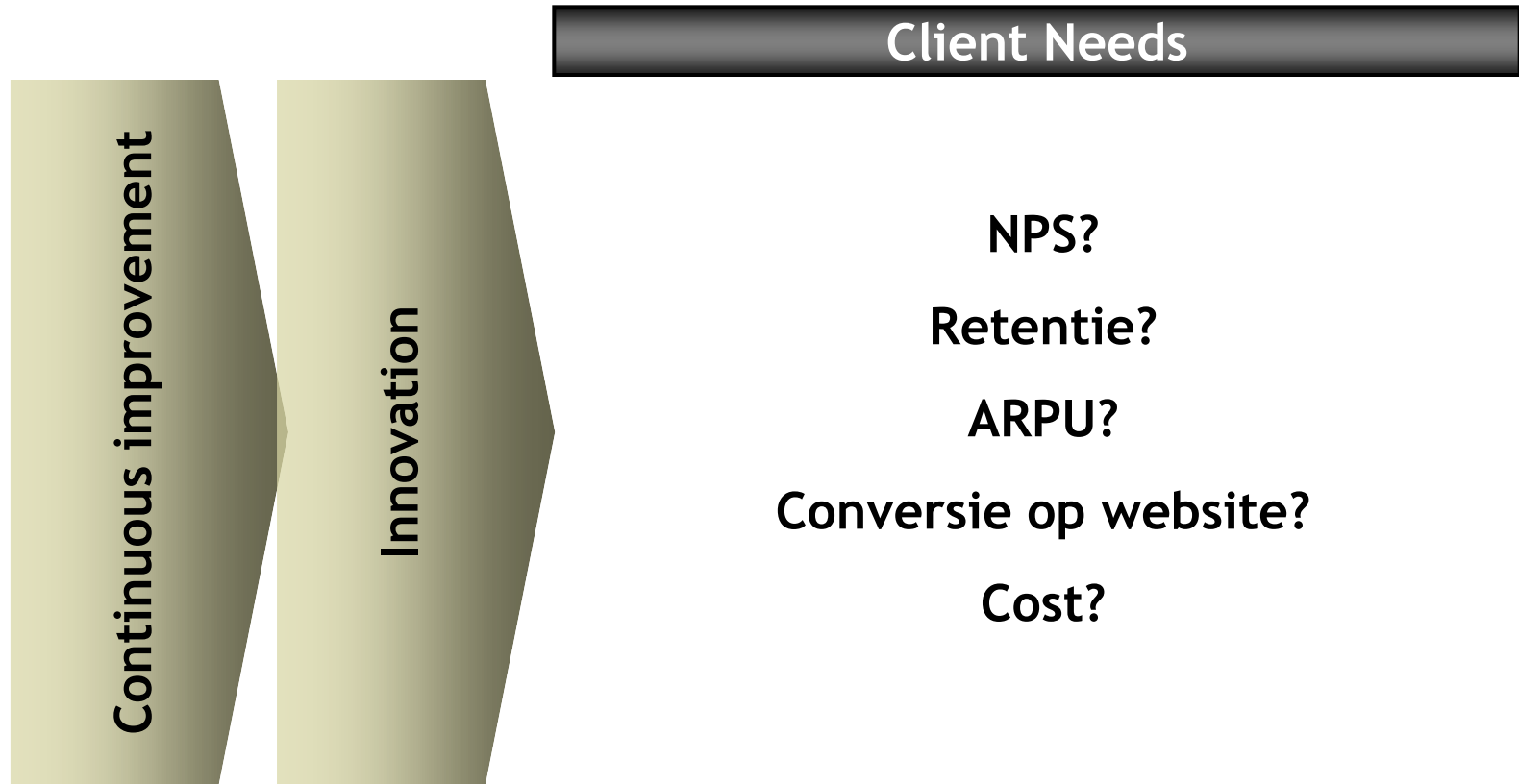
Max Potentiele winst per calldriver (2)

1. Geen oplossing
2. Aanvraag of Levering
3. Nota

Maximale potentiële winst op C-Sat--> Geen oplossing



Alignment with Client Needs



Align to our Clients' needs. Improve Value we Provide.

Explore Our World

